Allowing media coglomerates to become even more consolidated (i.e. owning newspaper and television station insame city) is a sure way to stifle diversity of view points. If your aim is to help big media control the citizenry's opinion, then proceed with your current course. If however, you would like to see our society develop creative solutions to the dire problems that we seem to facing in every direction, then do not make it more likely that 99% of the population will be spoon fed the same predigested "news" that is currently being controlled by 8 companies.